

17809 SCAPOLD S
17715Z LAGLAW S

NOVEMBER 20, 1986

OUR REF NO 3190

TO: STIG CARLSON, PHILIP MORRIS AB, STOCKHOLM
FR: ADVOKATFIRMAN LAGERLOEF, STOCKHOLM

CC: BERNIE ROBINSON
FREDERICK DULLES
KEITH WARE

DEAR STIG,

RE: STA'S 1958 POLICY STATEMENT ON TOBACCO

PLEASE BE ADVISED AS FOLLOWS. ACCORDING TO VERBAL INFORMATION THAT WE HAVE STA MADE AN OFFICIAL STATEMENT IN 1958 THAT "EXCESSIVE USE OF TOBACCO CAN INJURE".

STA ALSO HAS A POLICY THAT STA WILL NOT ANY LONGER MAKE STATEMENTS REGARDING HEALTH EFFECTS OF SMOKING.

FURTHERMORE, STA'S BOARD OF MEDICAL EXPERTS HAVE AT DIFFERENT TIMES CLAIMED TOBACCO COULD BE HEALTH HAZARDOUS. IN 1972 THE MANAGING DIRECTOR OF STA MR KARL WAERNBERG PUBLISHED AN ARTICLE WHERE HE INDIRECTLY ADMITTED THAT SMOKING HAD CERTAIN HEALTH HAZARDS. IN 1958 STA PUBLICLY STATED IN GOVERNMENT HEARINGS THAT SMOKING WAS HEALTH HAZARDOUS AND THAT THE COMPANY IN COOPERATION WITH THE NATIONAL SCHOOL BOARD AND THE ASSOCIATION OF GUARDIANS ACTIVELY WAS TAKING PART IN AN ANTISMOKING INFORMATION CAMPAIGN AMONG SCHOOLCHILDREN.

SOURCES:

SWEDISH PATENT AND REGISTRATION OFFICE, STA ANNUAL REPORTS 1958-1960, MINUTES FROM SHAREHOLDER MEETING 1958, MINUTES FROM THE 1958 GOVERNMENT COMMITTEE ON STA'S PUBLIC ADVERTISING, ARTICLE TITLED PROHIBITION AGAINST TOBACCO ADVERTISING - AND THEN?, 1972, BY KARL WAERNBERG AND PERSONAL INTERVIEWS.

BEST REGARDS,

2501045111

ADVOKATFIRMAN LAGERLOEF
BY

PEDER HAMMARSKIOELD

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